A PEER-TO-PEER TRAFFIC SAFETY PROGRAM FOR AMERICA’S YOUTH
INVOLVING TEENS IS CRITICAL

“Tell me something, and I’ll forget.
Show me something, and I may remember it.
Involve me, and I’ll understand.”

Chinese Proverb
Highest Risks for Teen Drivers

Driver inexperience, coupled with the following situations / conditions:

1. Driving at night / tired
2. Speeding and street racing
3. Distractions, such as cell phones/texting and other teen passengers
4. Low seat belt use
5. Driving under the influence of alcohol and/or drugs

(Source: National Safety Council, 2007)
A PEER-TO-PEER PROGRAM: ACTIVE ELEMENTS

- High School (since 2002)
- Junior High (added in 2010)
- University (added in 2012)
REACH

• 750+ high schools and nearly 1 million teens reached to date
• Also active in CA, CT, GA, NC, NE & MT
Current Program States and Sponsors
Teen Traffic Fatality Trends/Benchmarks In Texas

16-19 Year-old drivers involved in fatal crashes in Texas
FARS Data (12/10/2013)

- 1995 On-Road Driving Test Removed
- Parent Taught Driver Ed Implemented
- GDL Implemented

2002 - 2012
-53% for 16-to-19 year olds
-68% for 15-to-17 year olds
-14% for drivers 25+ years old
TEENS IN THE DRIVER SEAT® RESOURCES

- Web site: t-driver.com
- Team t-shirts
- TV messages and radio spots
- Logo, artwork
- Downloadable posters
- How-to guide & calendar
- Promotional items
Catch the CRZY! Outreach

- Collect pre-data
- Conduct focused outreach
- Collect post-data
- Send data to TTI for data reduction and report preparation
- (Pizza) party like crazy with $50 gift card
- Fall campaign focused on seat belt use & Spring campaign focused on distracted driving
Other Activities & Benefits

- Positive media coverage for your school
- Community service credits
- Contests with prizes
- Awards
- Teen Advisory Board
- Teen of the Month
Cy Falls High School

- Very large high school in Northwest Houston
- Long history of students involved in fatal crashes
- Has become a “best practice” example for the program
- http://www.youtube.com/watch?v=6qhXGjaWIgM
PROGRAM CONTACT

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Stay Connected with us.